

Dealer News and Views



It's been a hectic start to the peak selling season this year.

We are now in to full swing with the summer incentive campaign, whereby if you specify a Touring Pack on your new Elise or Exige, the Super Touring pack is provided at a preferential price, or even free on some models. Sales figures are on the up compared to last year and the amount of stock vehicles, at the factory or at dealer level is at the lowest figure for a long time. Indeed factory stock, which is kept for urgent customer requirements is currently non-existent.

There may be another really exciting reason to upgrade to a new vehicle at the moment. Following the launch of the new Hethel-based Lotus Driving Academy, if you are within the first 200 people to order a new vehicle in July or August you will qualify to attend the two day academy, with an overnight stay included, completely free of charge. Following an assessment by your instructor, your grading will entitle you to discounts on vehicle accessories, merchandise and trackdays – the better

the grade, the larger the discounts!

There is finally some real momentum behind Europa. Following some fairly indifferent press at launch, customers are now starting to see the benefits of the vehicle in terms of everyday usability. In recognition of the increased activity, Lotus Cars are offering a couple of upgrade packs on the interior trim and, for a short while, a finance option which allows for an APR figure of just 6.9%. Incidentally, I have just had my demonstrator upgraded by the factory to 225BHP. The upgrade not only pushes up the BHP figure but also markedly improves the driveability of the vehicle by way of a modified torque curve. Upgrade kits are now available via your dealer and will transform the performance of your Europa. If you have previously driven the standard car and was left feeling a little disappointed, please do try again, if your dealer has applied the upgrade – you will be very pleasantly surprised.

I was fortunate, recently, to be able to spend some time at

Hethel with the outrageous 2-Eleven and its creator, Nick Adams. The vehicle is well reported elsewhere and the press that the vehicle has received has been unanimous in its praise. Whilst at the factory, however, I was able to peruse the all-new range of Sport and Performance merchandise which will soon be available. Designed by a company that looks after most of the Moto GP participants' team and pitlane clothing, the quality is beyond question. More than ably modelled by Annette in MotorSport, the extensive range offers great value clothing for all occasions and all seasons and will, by now, be available for purchase. By the way, those of you who have met Annette, either on a track day or on a factory tour, may wish to know that she has recently taken up a new role in vehicle logistics over in the main factory. So, whilst her role is less customer-interactive, as dealers we will be communicating with her more, as her role requires her to ensure that your new car is delivered to us in good time and in good order. We all wish her

luck in her new role, which she may need if she is answerable to twenty five very demanding dealers!

Whilst on the subject of change, it is with sadness that we learned recently that Wilsons, the dealer for Essex and East London, has decided to relinquish the Lotus franchise. Whilst Wilsons had not been dealers for very long, their sales manager, Stephen Greenslade had been associated with the brand for many years and had, deservedly so, built up a very large and loyal customer base. He will be missed at the dealer conferences and we all wish him well in his new career.

Finally, a note for your diary. September 14th-16th at various venues around Norfolk, including Hethel, sees the celebrations for the 50th anniversary of the Lotus Seven. It will be the biggest event of its kind to date and full details can be found at www.50yearsofthe7.co.uk.

Until next time...

Happy Motoring!

Guy Munday

Stratton Motor Company

LOTUS NEWS

BIRTH OF THE "TYPE 26 REGISTER" ENROL NOW!!

It is now nearly 45 years since the Lotus Elan was first shown to the public at the October 1962 London Motor Show. Few would realise then that this was to be one of the most important and successful road cars that Lotus was to build. Tim Mees and Charles Giles, (both currently restoring units 3088, 3186 and 4585), with the support of Club Lotus are starting a "Type 26" Elan Register, and urge all owners of Series 1 and 2 Elans to contact the Club with key information on unit, chassis, body (if an S1 moulded by Bourne Plastics of Nottingham) and engine numbers, together with any other information (e.g. close ratio or wide ratio gearbox, body and trim colour, registration number or any other distinguishing features).

The key objectives of this register are to preserve the integrity of these surviving cars by recording and maintaining a database of all series 1 and series 2 models irrespective of their current status. This information will be shared, so knowledge of correct factory specification can be more easily established. Anybody restoring a Type 26 road car to correct original

specification will know the difficulties here, but now have an active forum to help!

Early plans for the register are to check the accuracy and consolidate the fragmented information already available from other clubs, and to provide basic information (Data Protection Act permitting) for all club members to share in the near future, via a "members log-in" to an updated Club Lotus website. We would also seek to liaise with factory archivist Chris Brown to allow the details of original factory records to be made available to the register.

It is hoped that the existence of an official register will increase interest in these cars, encourage owners to invest money in them and possibly increase their value.



UNIT 3088 AS FOUND IN MEDICI BLUE

GROUP LOTUS CLUB DAY AT HETHEL - 23RD SEPTEMBER

Group Lotus is celebrating 40 years of production at Hethel with a party for Lotus enthusiasts on Sunday September 23rd and all Club Lotus members are invited.

There will be loads of things to do and see including technical forums, factory tours, engineering displays and lots more. The day promises to be one to remember and definitely not to be missed.

Classic Team Lotus will have several of their fabulous F1 cars on track and Lotus Sport will also be demonstrating the GT3 and the Exige 265E. The 2-Eleven will

also be along with, we're told, some 'surprises'.

Club Lotus will have a marquee with 5 of our best member's cars on display.

Tickets are £30 and include parking, children under 15 are free.

To book your tickets please call us with either your credit card details or send a cheque made out to Lotus Cars Ltd.

For more information email [Caroline Parker](mailto:cparker@lotuscars.co.uk) at Lotus Cars: cparker@lotuscars.co.uk

